

TAR LEVEL

		NORTHWIND	
		New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =		402	234
		%	%
<i>Low</i>			
<i>Very low</i>	High In Tar	8 <i>64</i>	5 <i>42</i>
	High in tar	3 <i>20</i>	3 <i>13</i>
	Slightly above average	7 <i>44</i>	8 <i>29</i>
	Low in tar		
	About average	<i>29</i>	<i>43</i>
	High In Tar	64 <i>6</i>	42 <i>5</i>
	Low in tar <i>Slightly above average</i>	44 <i>3</i>	29 <i>3</i>
	Very low in tar	20 <i>3</i>	13 <i>3</i>
	Don't know	1	10
	Average	2.3	2.5

QUESTION: And, what about the tar level? Do you think that Northwind is...
(READ LIST)?

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